

## Message Text

UNCLASSIFIED

PAGE 01 KUWAIT 02516 091425Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 AGRE-00 L-03 /021 W  
-----092119Z 095773 /41

R 091330Z MAY 77  
FM AMEMBASSY KUWAIT  
TO SECSTATE WASHDC 7970  
INFO USDOC WASHDC

UNCLAS KUWAIT 2516

STATE PASS USDA/FAS

E.O. 11652: N/A  
TAGS: EPAP  
SUBJECT: VISIT OF TAREK AL-BARRAK, KUWAIT SUPPLY COMPANY,  
TO US

REF: (A) STATE 023269, (B) KUWAIT 0649, (C) KUWAIT 2078.

1. EMBOFF MET WITH TAREK AL-BARRAK, GENERAL MANAGER,  
KUWAIT SUPPLY COMPANY, TO DEBRIEF HIM ON RESULTS OF  
FEBRUARY VISIT TO USA IN CONNECTION WITH THE SUSTA  
FOOD EXHIBITION IN NEW ORLEANS. AL-BARRAK INDICATED THAT,  
WHILE HE ENJOYED TRIP VERY MUCH, HE DID NOT MAKE ANY  
PURCHASES ON BEHALF OF HIS COMPANY (WHICH IS  
RESPONSIBLE FOR PURCHASES ON GOK-SUBSIDIZED FOOD).  
HE CITED THREE REASONS:

A. THOUGH PRICES OF US FOOD PRODUCTS ARE  
COMPETITIVE, HIGHER FREIGHT CHARGES MAKE US GOODS  
LESS ATTRACTIVE TO THE KUWAIT SUPPLY COMPANY. (WE  
SUSPECT THAT THE WILLINGNESS OF NON-US FOOD  
EXPORTERS TO LOWER FREIGHT CHARGES MAY ALSO BE A FACTOR.)

B. US PRODUCTS ARE OF ONLY ONE GRADE, GRADE A,  
WHEREAS OTHER COUNTRIES OFFER DIFFERENT GRADES, WITH  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 KUWAIT 02516 091425Z

COMPARABLE REDUCTIONS IN PRICE.

C. US GOODS ARE EXPENSIVELY PACKAGED TO APPEAL TO  
WELL-OFF CONSUMERS, A FACTOR OF NO CONCERN TO KUWAIT  
SUPPLY COMPANY, WHICH SELLS SUBSIDIZED GOODS TO LOWER-  
INCOME FAMILIES.

2. DESPITE LACK OF ACTUAL SALES, AL-BARRAK EXPRESSED INTEREST IN TWO PRODUCTS: A) DEHYDRATED BEANS (DUE TO EASE OF STORAGE); AND B) A PARTICULAR VARIETY OF RICE, "TEXMAHTI", SO-CALLED BECAUSE OF ITS SIMILARITY TO PAKISTANI VARIETIES "BASMATI", IN DEMAND HERE (REF C).

3. AL-BARRAK WAS MET BY SUSTA TRADE EXHIBITION ORGANIZERS, BUT NOT BY REPRESENTATIVES OF US DEPARTMENT OF AGRICULTURE, AS REQUESTED. AL-BARRAK SAW NO USDA REPRESENTATIVE AT FAIR. IN ADDITION TO NEW ORLEANS, AL-BARRAK HAD WANTED TO MEET WITH REPRESENTATIVES OF MIDAMERICA FOOD PRODUCTS TRADE ASSOCIATION, BUT WAS UNABLE TO BECAUSE OF LACK OF CONTACT WITH USDA REP, (REF A).  
MAESTRONE

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** SALES, EXPORTS, FOODS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 09-May-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977KUWAIT02516  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770163-0207  
**Format:** TEL  
**From:** KUWAIT  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1977/newtext/t19770579/aaaacqkl.tel  
**Line Count:** 77  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** ae7c4698-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION NEA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 77 STATE 23269, 77 KUWAIT 649, 77 KUWAIT 2078  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 03-Nov-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2598390  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** VISIT OF TAREK AL-BARRAK, KUWAIT SUPPLY COMPANY, TO US  
**TAGS:** EPAP, KU, US, (AL-BARRAK, TAREK)  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/ae7c4698-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009